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Abstract of the Disclosure

An interactive television program guide system is provided in which a user may inform a program guide of the user's interests. Information on the user's interests may be stored in a preference profile. There may be more than one preference profile, each for a different user. Each preference profile contains a number of preference attributes (program titles, genres, viewing times, channels, broadcast characteristics, etc.). A preference level (e.g., strong or weak like, strong or weak dislike, illegal, mandatory, don't care, etc.) that is indicative of the user's level of interest is associated with each preference attribute. Preference profiles may be used to restrict the programs that are listed in various program listings display screens and may be used to limit the channels to which the program guide allows the user to tune.

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